

## ABSTRACT

Methods, apparatus and system, including computer program products, implementing and using techniques for transferring one or more media files from a content server to a media playback device. A request of one or more media files to be transferred to a particular media playback device is received. The one or more media files have associated expiration rules. Information about the particular media playback device is obtained. Based on the information, it is determined whether the particular media playback device has the capability to enforce the expiration rules associated with the one or more media files. If so, the media files are formatted such that they can only be rendered by the particular playback device and transferred to the device with the expiration rules. A method and apparatus for playing media files and a method and apparatus for updating expiration data are also described.

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